

REP HEADLINE# 6162034
*** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP MAY31/12 12.5
RECAP *** WFLA-TV ***

ADV # ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # OFF. # SALESMAN #
AGY # AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDERHEID

201 N. UNION STREET, SUITE 200 SALES PRSN WA- MEGHAN MCGARR (H)
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6162034 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#135 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG14/12 AUG20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY31/12 12.53

REP: REVISIONS
REVISED WRAP-A-ROUND WEEKS
SAME TOTAL
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
VERN BUCHANAN FOR CONGRESS

Handwritten initials

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 23 AGENCY EST# = 135
AGENCY PRODUCT CODE = 48

1	S	100P-200P	30	\$200.00	8/14	8/20	4	TU-F,M	4
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PROGRAM : DAYS OF OUR LIVES
RA35+ : 1.1
CON COM1 : DAYS OF OUR LIVES

2	S	1000A-1100A	30	\$80.00	8/14	8/20	8	TU-F,M	8
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PROGRAM : DAYTIME
RA35+ : 1.8
CON COM1 : DAYTIME

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
RECAP
MAY31/12 12.5
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	WEEK INVT	SPTS
3	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	8/14	8/20	8		TU-F,M	8
4	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	8/14	8/20	8		TU-F,M	8
5	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	8/14	8/20	8		TU-F,M	8
6	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	8/14	8/20	8		TU-F,M	8
7	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	8/14	8/20	8		TU-F,M	8
8	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	8/14	8/20	8		TU-F,M	8
9	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	8/14	8/20	4		TU-F,M	4
10	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	8/14	8/20	4		TU-F,M	4

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 ORDER WORKSHEET HARRIS REPORT FROM REP MAY31/12 12.5
 RECAP *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		600P-630P	30		\$600.00	8/14	8/20	4		TU-F,M	4
PROGRAM : NEWS												
RA35+ : 5.3												
CON COM1: NEWS												
12	S		600A-700A	30		\$325.00	8/14	8/20	4		TU-F,M	4
PROGRAM : AM NEWS												
RA35+ : 1.8												
CON COM1: AM NEWS												
13	S		700P-730P	30		\$500.00	8/14	8/20	4		TU-F,M	4
PROGRAM : ET												
RA35+ : 4.2												
CON COM1: ET												
14	S		700A-900A	30		\$450.00	8/14	8/20	8		TU-F,M	8
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
15	S		730P-800P	30		\$500.00	8/14	8/20	4		TU-F,M	4
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
16	S		900A-1000A	30		\$275.00	8/14	8/20	8		TU-F,M	8
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												
17			800P-900P	30		\$4,500.00	8/20	8/20	1		MON	1
PROGRAM : AGT												
RA35+ : 8.6												
CON COM1: AGT												
18			1130P-100A	30		\$600.00	8/18	8/18	1		SAT	1
PROGRAM : SNL												
RA35+ : 3.1												
CON COM1: SNL												

Booked: VOTE

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP MAY31/12 12.5
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1:												
20			600P-630P	30		\$350.00	8/18	8/18	1		SAT	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
21			700P-800P	30		\$325.00	8/18	8/18	1		SAT	1
PROGRAM : ET RA35+ : 3.6 CON COM1: ET												
22			700A-900A	30		\$250.00	8/18	8/18	2		SAT	2
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1: SA TODAY												
23			900A-1000A	30		\$150.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1:												
24			1200N-100P	30		\$75.00	8/19	8/19	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1:												
25			600P-630P	30		\$375.00	8/19	8/19	1		SUN	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
26			800A-900A	30		\$250.00	8/19	8/19	2		SUN	2
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1: SU TODAY												

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP MAY31/12 12.5
* * * REC'ED * * * * * WELLS * * *

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P PROGRAM : NFL RA35+ : 11.6 CON COM1: NFL	30		\$6,000.00	8/19	8/19	1		SUN	1
28			900A-1000A PROGRAM : RA35+ : T.8 CON COM1: -	30		\$150.00	8/19	8/19	2		SUN	2
29		S	1100P-1130P PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1: LATE NEWS	30		\$625.00	8/14	8/20	6		TU-M	6
30		A	100P-200P PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1: DAYS OF OUR LIVES	30		\$200.00	8/20	8/20	1		MON	1
31		A	1000A-1100A PROGRAM : DAYTIME RA35+ : 1.8 CON COM1: DAYTIME	30		\$80.00	8/20	8/20	2		MON	2
32		A	1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	8/20	8/20	2		MON	2
33		A	1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	8/20	8/20	2		MON	2
34		A	1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	8/20	8/20	2		MON	2

FROM REP MAY31/12 12.5
* * RHCZP * * * * WFLA-TV * * *

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	A		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	8/20	8/20	2		MON	2
36	A		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	8/20	8/20	2		MON	2
37	A		400P-500P PROGRAM : DR OZ RA35+ : 2.6 CON COM1: DR OZ	30		\$300.00	8/20	8/20	2		MON	2
38	A		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	8/20	8/20	1		MON	1
39	A		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	8/20	8/20	1		MON	1
40	A		600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	8/20	8/20	1		MON	1
41	A		600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	8/20	8/20	1		MON	1
42	A		700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	8/20	8/20	1		MON	1

REP HEADLINE# 6162034
 *** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP MAY31/12 12.5
 *** RECAP *** ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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43	A		700A-900A	30		\$450.00	8/20	8/20	2		MON	2
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												

44	A		730P-800P	30		\$500.00	8/20	8/20	1		MON	1
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												

45	A		900A-1000A	30		\$275.00	8/20	8/20	2		MON	2
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1: TODAY SHOW2												

46	A		1100P-1130P	30		\$625.00	8/20	8/20	1		MON	1
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												

AUG/12 53150.00 CONTRACT TOTAL 53150.00
 TOTAL SPOTS 150

MARKET TOTALS \$279,736 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI BOOKS- MAY/08 NOV/07
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

MAY 31/12 11.3
WHLA-TV

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PROGRAM : DAYTIME
RA35+ : 1.8
CON COM1: DAYTIME
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*** WFLA-TV ***
 MAY 31/12 11.3

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	8/14	8/20	10		TU-F,M	10
4			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	8/14	8/20	10		TU-F,M	10
5			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	8/14	8/20	10		TU-F,M	10
6			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	8/14	8/20	10		TU-F,M	10
7			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	8/14	8/20	10		TU-F,M	10
8			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	8/14	8/20	10		TU-F,M	10
9			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	8/14	8/20	5		TU-F,M	5
10			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	8/14	8/20	5		TU-F,M	5

$$x \times A_1^{\alpha} \cdots A_n^{\beta} = x \times V_1^{\alpha} \cdots V_n^{\beta}$$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	8/14	8/20	5		TU-F,M	5
12			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	8/14	8/20	5		TU-F,M	5
13			700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	8/14	8/20	5		TU-F,M	5
14			700A-900A PROGRAM : TODAY SHOW RA35+ : 2.4 CON COM1: TODAY SHOW	30		\$450.00	8/14	8/20	10		TU-F,M	10
15			730P-800P PROGRAM : EXTRA RA35+ : 3.4 CON COM1: EXTRA	30		\$500.00	8/14	8/20	5		TU-F,M	5
16			900A-1000A PROGRAM : TODAY SHOW 2 RA35+ : 1.8 CON COM1: TODAY SHOW 2	30		\$275.00	8/14	8/20	10		TU-F,M	10
17			800P-900P PROGRAM : AGT RA35+ : 8.6 CON COM1: AGT	30		\$4,500.00	8/20	8/20	1		MON	1
18			1130P-100A PROGRAM : SNL RA35+ : 3.1 CON COM1: SNL	30		\$600.00	8/18	8/18	1		SAT	1

3.1.1. AVT/M $x \times x$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1 :												
20			600P-630P	30		\$350.00	8/18	8/18	1		SAT	1
PROGRAM : RA35+ : 3.6 CON COM1 : NEWS												
21			700P-800P	30		\$325.00	8/18	8/18	1		SAT	1
PROGRAM : RA35+ : 3.6 CON COM1 : ET												
22			700A-900A	30		\$250.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 2.0 CON COM1 : SA TODAY												
23			900A-1000A	30		\$150.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1 :												
24			1200N-100P	30		\$75.00	8/19	8/19	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1 :												
25			600P-630P	30		\$375.00	8/19	8/19	1		SUN	1
PROGRAM : RA35+ : 3.6 CON COM1 : NEWS												
26			800A-900A	30		\$250.00	8/19	8/19	2		SUN	2
PROGRAM : RA35+ : 1.8 CON COM1 : SU TODAY												

REP HEADLINE# 6162034
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 11.3
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P	30		\$6,000.00	8/19	8/19	1		SUN	1
PROGRAM : NFL												
RA35+ : 11.6												
CON COM1: NFL												
28			900A-1000A	30		\$150.00	8/19	8/19	2		SUN	2
PROGRAM :												
RA35+ : 1.8												
CON COM1:												
29			1100P-1130P	30		\$625.00	8/14	8/20	7		TU-M	7
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												
AUG/12			53150.00									
CONTRACT TOTAL												53150.00
TOTAL SPOTS												150

MARKET TOTALS \$279,736 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI BOOKS- MAY/08 NOV/07
 DEMOS- RA35+*

Srccp Media
 201 North Union Street
 Suite 200
 Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
 Submission Number 613 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	53150	Campaign Ref:	E:120606033
Buyer:	FL	Client/Product/Estimate:	23 /48 /135	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06162034
Est./PO Number:	06162034	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Vern Buchanan 4 Cong	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			53150

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 1p Days Of Our Lives TWTF.. Isolations: W/C 08/20 M.....	200	30 Comme	Nbr of Spots 4		4	800
2	M-F 10a Daytime TWTF.. Isolations: W/C 08/20 M.....	80	30 Comme	Nbr of Spots 8		8	640
3	M-F 1135p ET / 1035p CT Tonight Show TWTF.. Isolations: W/C 08/20 M.....	325	30 Comme	Nbr of Spots 8		8	2600
4	M-F 11a News TWTF.. Isolations: W/C 08/20 M.....	80	30 Comme	Nbr of Spots 8		8	640
5	M-F 12p Today Show III TWTF.. Isolations: W/C 08/20 M.....	100	30 Comme	Nbr of Spots 8		8	800
6	M-F 2p Rachael Ray TWTF.. Isolations: W/C 08/20 M.....	125	30 Comme	Nbr of Spots 8		8	1000
7	M-F 3p Doctors TWTF.. Isolations: W/C 08/20 M.....	225	30 Comme	Nbr of Spots 8		8	1800
8	M-F 4p Dr Oz	300	30	Nbr of Spots 8		8	2400
Weekly Totals: Total Spots(Ord Spots)				123	27	150	

Srcp Media
 201 North Union Street
 Suite 200
 Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
 Submission Number 613 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vern Buchanan/ R/ Congress/ FL	Submission Cost: 53150	Campaign Ref: E:120506033
Buyer: FL	Client/Product/Estimate: 23 / 48 / 135	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 08162034
Est./PO Number: 06162034	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
9	M-F 5p News TWTF.. Isolations: W/C 08/20 M.....	450	30 Comme	4	4	8	1800
10	M-F 530p News TWTF.. Isolations: W/C 08/20 M.....	450	30 Comme	4	4	8	1800
11	M-F 6p News TWTF.. Isolations: W/C 08/20 M.....	600	30 Comme	4	4	8	2400
12	M-F 6a News TWTF.. Isolations: W/C 08/20 M.....	325	30 Comme	4	4	8	1300
13	M-F 7p Entertainment Tonight TWTF.. Isolations: W/C 08/20 M.....	500	30 Comme	4	4	8	2000
14	M-F 7a Today Show TWTF.. Isolations: W/C 08/20 M.....	450	30 Comme	8	8	16	3600
15	M-F 730p Extra TWTF.. Isolations: W/C 08/20 M.....	500	30 Comme	4	4	8	2000
16	M-F 9a Today Show II TWTF.. Isolations: W/C 08/20 M.....	275	30 Comme	8	8	16	2200
17	Mon 8-10p ET / 7-9p CT Voice M.....	4500	30 Comme	1	1	2	4500
18	Sat 1130p ET / 1030p CT Saturday Night LiveS.	600	30 Comme	1	1	2	600
Weekly Totals: Total Spots(Ord Spots)				123	27	150	

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 Suite 200
 Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
 Submission Number 613 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vern Buchanan/ R/ Congress/ FL	Submission Cost: 53150	Campaign Ref: E:120608033
Buyer: ..	Client/Product/Estimate: 23 /48 /135	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06162034
Est./PO Number: 06162034	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
19	Sat 12p NewsS.	75	30 Comme	Nbr of Spots 2		2	150
20	Sat 6p NewsS.	350	30 Comme	Nbr of Spots 1		1	350
21	Sat 7p Entertainment TonightS.	325	30 Comme	Nbr of Spots 1		1	325
22	Sat 7a Today ShowS.	250	30 Comme	Nbr of Spots 2		2	500
23	Sat 9a NewsS.	150	30 Comme	Nbr of Spots 2		2	300
24	Sun 12p NewsS.	75	30 Comme	Nbr of Spots 2		2	150
25	Sun 6p NewsS.	375	30 Comme	Nbr of Spots 1		1	375
26	Sun 8a Today ShowS.	250	30 Comme	Nbr of Spots 2		2	500
27	Sun 8p ET / 7p CT Sun Night Football - PresasonS.	6000	30 Comme	Nbr of Spots 1		1	6000
28	Sun 9a NewsS.	150	30 Comme	Nbr of Spots 2		2	300
Weekly Totals: Total Spots(Ord Spots)				123	27	150	

Srcp Media
201 North Union Street
Suite 200
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
Submission Number 613 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vern Buchanan/ R/ Congress/ FL
Buyer: FL
Schedule Dates: 08/13/12 to 08/26/12
Est/PO Number: 06162034
Submission Cost: 53150
Client/Product/Estimate: 23 / 48 / 135
Weeks: 2
Contract type: Political
Campaign Ref: E:120806033
Sales Rep: HRP Washington, DC
Order Ref: 06162034
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
29	M-Su 11p News TWTFSS Isolations: W/C 08/20 M.....	625	30 Comme	Nbr of Spots 6		6	3750
30	M-F 1p Days Of Our Lives M.....	200	30 Comme	Nbr of Spots 1	1	2	200
31	M-F 10a Daytime M.....	80	30 Comme	Nbr of Spots 2	2	4	160
32	M-F 1135p ET / 1035p CT Tonight Show M.....	325	30 Comme	Nbr of Spots 2	2	4	650
33	M-F 11a News M.....	80	30 Comme	Nbr of Spots 2	2	4	160
34	M-F 12p Today Show III M.....	100	30 Comme	Nbr of Spots 2	2	4	200
35	M-F 2p Rachael Ray M.....	125	30 Comme	Nbr of Spots 2	2	4	250
36	M-F 3p Doctors M.....	225	30 Comme	Nbr of Spots 2	2	4	450
37	M-F 4p Dr Oz M.....	300	30 Comme	Nbr of Spots 2	2	4	600
38	M-F 5p News M.....	450	30 Comme	Nbr of Spots 1	1	2	450
39	M-F 530p News M.....	450	30 Comme	Nbr of Spots 1	1	2	450
Weekly Totals: Total Spots(Ord Spots)				123	27	150	

Rcnp Media
 201 North Union Street
 Suite 200
 Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
 Submission Number 613 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vern Buchanan/ R/ Congress/ FL	Submission Cost: 53150	Campaign Ref: E:120606033
Buyer: FL	Client/Product/Estimate: 23 / 48 / 135	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06162034
Est./PO Number: 06162034	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
40	M-F 6p News M.....	600	30 Comme	Nbr of Spots	1	1	600
41	M-F 6a News M.....	325	30 Comme	Nbr of Spots	1	1	325
42	M-F 7p Entertainment Tonight M.....	500	30 Comme	Nbr of Spots	1	1	500
43	M-F 7a Today Show M.....	450	30 Comme	Nbr of Spots	2	2	900
44	M-F 730p Extra M.....	500	30 Comme	Nbr of Spots	1	1	500
45	M-F 9a Today Show II M.....	275	30 Comme	Nbr of Spots	2	2	550
46	M-Su 11p News M.....	625	30 Comme	Nbr of Spots	1	1	625
Weekly Totals: Total Spots(Ord Spots)				123	27	150	

Grand Totals

		Month 8 Weeks: 4	
	Totals	08/13	08/20
Spots	150	123	27
Cost	53150	47050	12970

Grand Totals:

Spots:	150
Gross Total:	53,150.00
Commission:	7,972.50
Net Total:	45,177.50



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Matt Oestrich	STATION:	WFLA
FROM:	Meghan McGarr	HRP OFFICE:	Washington

REQUEST RECEIVED FROM	DATE: 6/15/12
BUYER: Betsy Vonderheid	
AGENCY: SRCP Media	
ADDRESS: 201 North Union Street Suite 200 Alexandria, VA 22314	
PHONE #: 703 683 9755	
FAX #: 703 836 2469	
OTHER:	

AVAILS FOR
COMMITTEE: Vern Buchanan for Congress
CPMGN MGR.
TREASURER:
ADDRESS: 111 South Orange Avenue Floor 2R, Suite 202W Sarasota, FL 34236
PHONE #: (941) 951-6643
FAX #: (941) 951-2972
OTHER:

FOR
CANDIDATE: Vern Buchanan
OFFICE: Congress
PARTY: Republican

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21861
Srcp Media
201 North Union Street
Suite 200
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV.: Vern Buchanan/ R/ Congress/
PROD: Vern Buchanan 4 Cong

2012
INVOICE DATE 08/26/12
ORDER TYPE Political
WFLA I SS
08/26/12 E:120606033
WFLA
INVOICE NUMBER 0100032127
PAGE 1
BROADCAST MONTH 07/30/2012 - 08/2
SCHEDULE DATES 8/13/12- 8/26/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 23 /48 /135
Desc: 06162034

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 10a Daytime	80.00	2	8	8/14	TU	*WFLA	:30 Commercial	.00	Preempt Program Change
				8/14	TU		30	.00	Preempt Program Change
				8/15	WE		30	.00	Preempt Program Change
				8/15	WE		30	.00	Preempt Program Change
				8/16	TH		30	.00	Preempt Program Change
				8/16	TH		30	.00	Preempt Program Change
				8/17	FR		30	.00	Preempt Program Change
				8/17	FR		30	.00	Preempt Program Change
M-F 11a News	80.00	4	8	8/14	TU	*WFLA	:30 Commercial	.00	Preempt Program

*** Continued ***

PERIOD COST	9,150.00	0 Total Units	ACTUAL GROSS BILLING	.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	.00	TOTAL RECONCILING	Credits	9,150.00-
			NET DUE	.00			9,150.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Vern Buchanan/ R/ Congress/
PRODUCT Vern Buchanan 4 Cong

INVOICE NUMBER 0100032127
BROADCAST MONTH 07/30/2012 - 08/26/
AMOUNT DUE .00

REMIT TO:

*00197

000021861
Srcp Media
201 North Union Street
Suite 200
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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200 S. Parker Street
Tampa, FL 33606
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INVOICE / AFFIDAVIT

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201 North Union Street
Suite 200
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Vern Buchanan/ R/ Congress/
PROD: Vern Buchanan 4 Cong

2012
INVOICE DATE 08/26/12
ORDER TYPE Political
WFLA I SS
E:120606033
WFLA
INVOICE NUMBER 0100032127
PAGE 2
BROADCAST MONTH 07/30/2012 - 08/2
SCHEDULE DATES 8/13/12- 8/26/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 23 /48 /135
Desc: 06162034

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
				8/14	TU		30	.00	Change Preempt Program	80.00-
				8/15	WE		30	.00	Change Preempt Program	80.00-
				8/15	WE		30	.00	Change Preempt Program	80.00-
				8/16	TH		30	.00	Change Preempt Program	80.00-
				8/16	TH		30	.00	Change Preempt Program	80.00-
				8/17	FR		30	.00	Change Preempt Program	80.00-
				8/17	FR		30	.00	Change Preempt Program	80.00-
M-F 7p Entertainment Tonight	500.00	13	4	8/14	TU		30	.00	Change Preempt Program	.00-
				8/15	WE		30	.00	Change Preempt Program	.00-
				8/16	TH		30	.00	Change Preempt Program	.00-
				8/17	FR		30	.00	Change Preempt Program	.00-
M-F 730p Extra	500.00	15	4	8/14	TU		30	.00	Change Preempt Program	500.00-
				8/15	WE		30	.00	Change Preempt Program	500.00-
				8/16	TH		30	.00	Change Preempt Program	500.00-
				8/17	FR		30	.00	Change Preempt Program	500.00-

*** Continued ***

PERIOD COST	9,150.00	0 Total Units	ACTUAL GROSS BILLING	.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	.00	TOTAL RECONCILING	Credits	9,150.00-
			NET DUE	.00			9,150.00CR

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2012
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WFLA I SS
E:120606033
WFLA
INVOICE NUMBER 0100032127
PAGE 3
BROADCAST MONTH 07/30/2012 - 08/2
SCHEDULE DATES 8/13/12- 8/26/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 23 /48 /135
Desc: 06162034

SCHEDULE		PRICE		RT/SS# PER		DATE DAY		TIME		LENGTH M/G FOR		PRODUCT DESCRIPTION		PRICE		RECONCILIATION	
DESCRIPTION																REMARKS	DEBIT/CREDIT
M-F 9a Today Show II	275.00	16	2	8/14	TU	*WFLA				30		:30 Commercial		.00		Change	
				8/17	FR					30				.00		Preempt Program Change	275.00-
Mon 8-10p ET / 7-9p CT Voice	4500.00	17	1	8/20	MO	*WFLA				30		:30 Commercial		.00		Preempt Program Change	4500.00-
M-F 10a Daytime	80.00	31	2	8/20	MO	*WFLA				30		:30 Commercial		.00		Preempt Program Change	80.00-
				8/20	MO					30				.00		Preempt Program Change	80.00-
M-F 11a News	80.00	33	2	8/20	MO	*WFLA				30		:30 Commercial		.00		Preempt Program Change	80.00-
				8/20	MO					30				.00		Preempt Program Change	80.00-
M-F 7p Entertainment Tonight	500.00	42	1	8/20	MO	*WFLA				30		:30 Commercial		.00		Preempt Program Change	.00-
M-F 730p Extra	500.00	44	1	8/20	MO	*WFLA				30		:30 Commercial		.00		Preempt Program Change	500.00-
Total Airtime Net Spot Revenue:										.00							

PERIOD COST 9,150.00

0 Total Units
ACTUAL GROSS BILLING .00
AGENCY COMMISSION .00
NET DUE .00

SUB-TOTALS Debits .00
Credits 9,150.00-
TOTAL RECONCILING 9,150.00CR

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